

**TO: APA California Chapter Board Meeting**

**FROM: Betsy McCullough, AICP, Vice President of Conferences**

**DATE: January 16/17, 2015**

**SUBJECT: 2014 Chapter Conference (Orange Section) Closeout Report and Final Accounting**

Recommended Action:

*Receive the closeout report and final accounting for the 2014 Chapter Conference in Anaheim, including a summary of highlights and recommendations, and the final distribution of profit.*

Background:

The 2014 Chapter conference highlighted the spectacular location within the host Section’s geography – Disneyland. Attendance exceeded 1200 (see registration types breakout below). The APA National President Bill Anderson and the new APA Executive Director James Drinan also attended. The Student Program was well-thought out, well-received, and well-attended, and a number of students registered for the entire conference. There were more Law and MCLE offerings than offered at prior conferences.

The Chapter’s new Conference Management Contractor, HPN Global, began servicing our conference on-site in Anaheim. HPN staff worked with Chapter representatives other Chapter consultants, and the Conference Host Committee to cover all needed on-site work.

Areas deserving further discussion are below:

* Mobile Workshops: The CHC developed an ambitious program of mobile workshops to highlight the Orange Section. As has been typical, about 10 workshops is the saturation point for attendees.
* Law Sessions: There were 14 law sessions offered, all but one of which were eligible for MCLE credit [continuing education credit for attorneys]. Despite extensive efforts by the Programs Committee to create a law program attractive enough to place 1-3 sessions in each session block, only 10 attendees who were not APA members or speakers registered for the MCLE credit.
* Registration Process: The registration process is evolving and we look forward to making it easier to be responsive to those who have registered, to track registrations, and to create an easier on-site experience. A number of recommendations came from the CHC, HPN, and Chapter representatives and consultants to improve the experience in 2015.
* Programs: The Programs Committee worked to expand the law sessions [as discussed above] and to offer an array of Ethics sessions worthy of Ethics CM. There was a series of sessions oriented to the needs of Commission & Board members [though relevant to all attendees involved in hearings]. The California Planning Roundtable again presented quality sessions as did the California Planning Foundation. The CM evaluation forms contained high praise for the creditworthiness of the sessions presented. There was also praise for the Tuesday Ethics plenary as a good way to end the conference.
* Registration of Attendees by Category:

|  |  |
| --- | --- |
| Category of Registration | Number of Attendees |
| Member – Early | 476 |
| Member – Standard | 197 |
| Member Late/On-Site | 78 |
| Young Planner – Full | 63 |
| Young Planner – 1-Day | 6 |
| Life Member - Full | 15 |
| Student – Full | 40 |
| Student – 1-Day | 28 |
| Non-Member – Early | 29 |
| Non-Member – Standard | 21 |
| Non-Member – Late/On-Site | 14 |
| Member – One Day | 89 |
| Non-Member – One Day | 43 |
| Speaker – Full | 124 |
| Speaker – One-Day | 32 |

The number of APA members and speakers registering for the conference exceeded the budget projections; very few registration categories came in below projection.

Final Conference Accounting

The final accounting for the 2014 conference is attached. Despite the overwhelming positive response to the conference experience by attendees and the hard work by the CHC, the profit realized is less than any other conference dating back to 2005. The net profit is $38,763.18. With the adopted conference profit distribution formula, the result is $15,505 to the Chapter and $15,505 to the Orange Section, and each of the other 7 Sections receives $1,107.52.

Some of the reasons that contributed most significantly to the lower-than-expected revenue are:

* Overall, sponsorship expectations were not realized – see lines in Section 200 under Income; specifically: it was anticipated that sponsorships and additional tickets would cover the entire cost of the World of Color and CarsLand but fell significantly short; Bags and badges were not sponsored as anticipated; Meals were not sponsored as anticipated; Advertising levels were not at the level anticipated
* Food costs for the Opening Reception were significantly more than budgeted (line 1414)
* Audio-visual costs were significantly more than budgeted (line 1803)

Attachment: Profit & Loss Budget vs Actual dated 12/03/14